



FOCAL POINT
COMPREHENSIVE VISION CARE



www.focalpointmorden.com



FALL 2014

FOCAL POINT
IS CELEBRATING WITH

All That Glitters

OCTOBER
16-17
9AM - 8PM

25% OFF ALL FRAMES AND
IN-STOCK SUNGLASSES*

35% OFF YOUR 2nd
PAIR OF COMPLETE
EYEWEAR

To celebrate Dr. Lautenschlager's 35 years
as an Optometrist.

*Some restrictions
may apply

ZEISS

ENTER OUR *freedraw* FOR DOOR PRIZES!

DAILIES TOTAL 1®
WATER GRADIENT CONTACT LENSES

SEE BACK FOR DETAILS

Leaders in Vision
Care Technology

Learn about the ground-
breaking capabilities of our
new MSI instrument! (p. 4)

**CELEBRATING
35 YEARS
OF OPTOMETRY**

We are proud to celebrate Dr. Earl
Lautenschlager's 35 years in eye health care.

His knowledge and experience are valued on
our team and we would like to recognize his
many contributions to developing Focal Point's
standard of care through his commitment to his
patients and community.

He is also a strong proponent of community
involvement, having volunteered on numerous
committees and is currently one of the
committee chairpeople with the Morden Corn &
Apple Festival.

Earl and his wife Connie's family of three
children has grown to include two beautiful
grandchildren.

A Brief Look Back:

In 1979 Dr. Lautenschlager
joined Dr. John Friesen,
sharing a less than
1,000-foot office space
across the street from the
current building. At that time, there were two
doctors and a staff of three.



Today Focal Point has six optometrists and 39
qualified staff working in 7,700 square feet of
office space while consistently focusing on
quality patient care.

MORE
than meets
THE EYE

Did You Know?

*Glaucoma Can Strike at Any Age
It Has No Noticeable Symptoms
Can Lead to Permanent Blindness*

*Schedule Your **Comprehensive Eye
Health Exam** Today*

Protect Your Eye Health... Preserve Your Vision!



ZEISS DIGITAL DEVICE LENSES

What are ZEISS Digital Lenses?

ZEISS Digital Lenses were specifically developed for the needs of an increasingly digitized world. They help counteract the first signs of fatigue that may occur with frequent use of displays or reading small screens. Mobile devices are frequently used at a distance of 30 centimeters from the eyes, while the standard reading distance for books is around 40 centimeters. The lenses have been tailored to these new visual requirements: the different movement of the eyes and the shorter reading distance have both been taken into account.

What makes Digital Lenses different from standard progressive lenses?

The outstanding features of ZEISS Digital Lenses include their extremely large distance zone and the rapid transition to near vision. This means that it is easy for the eyes to switch between looking at distant objects and digital devices.

An internal test has shown that wearers of ZEISS Digital Lenses experience four times fewer symptoms of fatigue than wearers of single vision lenses or non-eyeglass wearers.

(source: ZEISS lens trials in Germany, 49 participants)

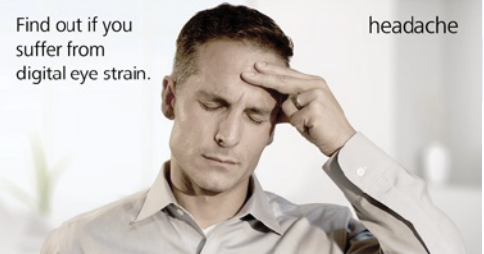
Common symptoms of digital eye strain are:



tired eyes



stiff neck



Find out if you suffer from digital eye strain.

headache



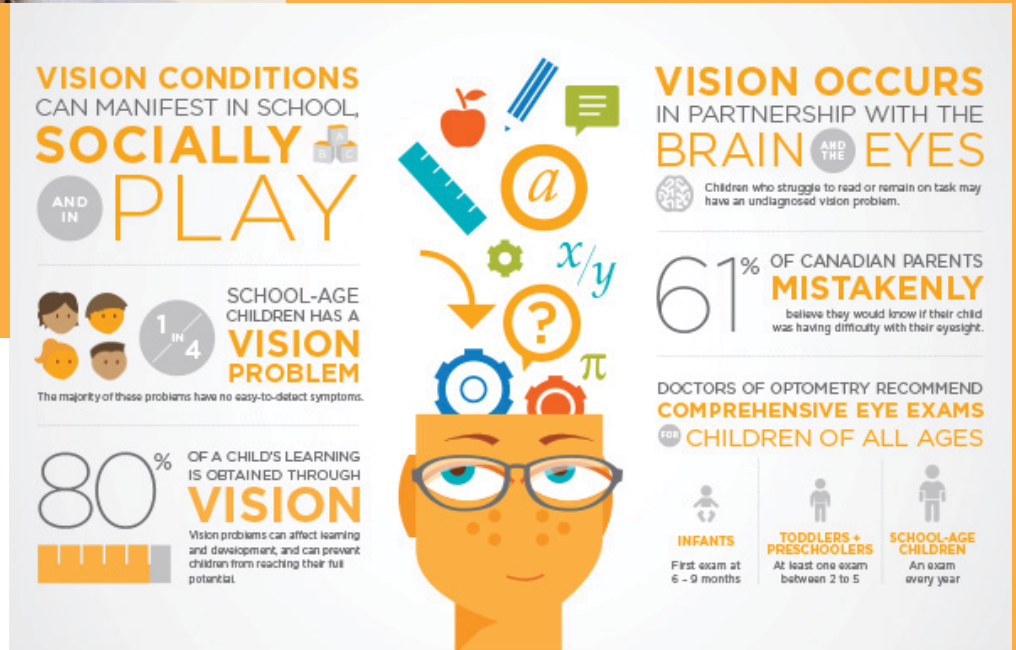
MIRAFLEX

Finding a suitable frame for a very young child requiring glasses can be challenging. For babies and young children, frames must be comfortable, colourful, and allow them to see better and to participate in their daily activities without any limitations. Focal Point is pleased to have Miraflex high-technology children's eyewear available in several options.

BOOK YOUR CHILD'S COMPREHENSIVE EYE HEALTH EXAM TODAY!

October is Children's Vision Month. Focal Point encourages an eye health exam for children as young as six months old.

The infographic to the right clearly indicates the importance of comprehensive eye health exams in children of all ages.



Book an eye exam with a Doctor of Optometry today.
mb.doctorsofoptometry.ca



MB DOCTORS OF OPTOMETRY

CHILDREN'S VISION MONTH

We also provide your child's first Optomap retinal scan free of charge.

All That Glitters

OCTOBER 16-17

ENTER OUR *free draw* FOR DOOR PRIZES!

2014 is a big year for Focal Point! Join us as we celebrate ten years of being in our new and improved facility, and 35 years of optometry from Dr. Lautenschlager!

Come celebrate with us!



\$150 Shopping Spree at Marni LuHu



\$150 Luxury Pure Anada Bath Basket



1 Year of Free Car Washes (some restrictions apply)

Check Out Our Featured Frames

View more frames at neesh.ca and kioyamato.com

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35% OFF YOUR 2nd PAIR OF COMPLETE EYEWEAR*

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JUDITH LEIBER



binôche
belgian eyewear



DAVID YURMAN



charmoszas



KIO YAMATO
EYEWEAR

DAILIES TOTAL 1®

WATER GRADIENT CONTACT LENSES

- TOTAL 1 are daily disposable contact lenses with a silicone core combined with a (hydrophilic) surface gel. This gives them a very slick surface or high "lubricity", reducing friction on the cornea (your eye's surface). Patients have reported ALL day wearing comfort with no dryness, even at the end of the day.
- The overall water content of these lenses is 33%. What makes them different is that the outer surface is 80% water while the core of the lens remains low in water content, allowing six times more oxygen permeability. They simply breathe better! Higher oxygen means healthy corneas, even when you wear your contacts ALL day.
- Patients who've worn contact lenses in the past but had to stop due to dryness are now able to enjoy contact lenses again due to this NEW, amazing product.



Congratulations!

to Focal Point's Dr. Graham Noseworthy and his wife Jessica Yorga who were married this summer and are living in Morden.

What Are We Seeing with Our New MSI INSTRUMENT?

What kinds of things are being seen in the images generated for our optometrists since our Multi-Spectral Imaging became part of our standard of care a few months ago?

The new capabilities for retinal imaging provided by this instrument have given our doctors a more detailed look at the retina and its multiple layers. This means earlier detection of macular degeneration, diabetic retinopathy, and other retinal pathologies.

From a patient perspective, the images also help show areas of concern more clearly to the untrained eye. This means your doctor can more easily highlight and explain trouble spots for you during the course of your eye exam. Your doctor can show you what he or she is keeping an eye on, and what looks healthy too!

At Focal Point, we are leaders in vision care technology. Our MSI retinal camera provides the very best retinal images available for each patient.

CELEBRATING 10 YEARS!

Just ten years ago, Focal Point opened its state-of-the-art facility that is serving the Pembina Valley community today. The capabilities of our new facility have allowed us to expand our doctor team and provide the highest quality eye care to our many patients.



The above left image is a photo of our doctors looking over the blueprints for our existing building in spring 2004. Focal Point officially opened this building in October 2004. Pictured (left to right) are John Wiens (Mayor in 2004), Dr. John Friesen, Dr. Crystal Henderson, Dr. Earl Lautenschlager, and Randy Kehler (representing the contractor Detailed Construction).



Hours of Operation

May to August

Mon. - Wed. 8:00 am - 5:30 pm
Thursday 8:00 am - 8:00 pm
Friday 8:00 am - 5:30 pm

September to April

Mon. - Wed. 8:00 am - 5:30 pm
Thurs. 8:00 am - 8:00 pm
Friday 8:00 am - 5:30 pm
Saturday 9:00 am - 12:00 pm

OPTOMETRISTS

Dr. Earl Lautenschlager

Dr. Tio Bellisario

Dr. Cynthia Magarrell

Dr. Crystal Henderson

Dr. Brooks Barteaux

Dr. Graham Noseworthy

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